

Ecology and environmental protection: Representing environmental sustainability in the university system

Transmedia Campaign, Pegaso Online University, Italy

1 Introduction to Transmedia Campaigns

A transmedia campaign is a type of storytelling that uses multiple platforms to tell a story. It is a way to reach a wider audience and create a more immersive experience for the audience.

Transmedia campaigns can be used for various purposes, such as to promote a product, raise awareness of a social issue, or tell a story. They are a powerful tool that can reach a large audience and create a lasting impact. Transmedia campaigns can use various platforms, such as movies, TV shows, video games, websites, social media, and comic books.

The goal is to create an interconnected story across all these platforms so the audience can experience it differently and from different perspectives. Transmedia campaigns have become increasingly popular in recent years as they allow for more creative and innovative storytelling.

They are also an excellent way to reach a younger audience, which is more likely to consume media across multiple platforms. The Harry Potter franchise is an example of a transmedia campaign, which includes books, movies, video games, and other media.

2 Learning Outcomes of Transmedia Campaigns

To make our campaign most beneficial, the learners are encouraged to try and achieve the following activities and resulting outcomes:

- *Explore* the different types of content available in the campaign, such as videos, podcasts, articles, posts and reposts on social media, blog posts, and infographics to find the most engaging and informative items.
- *Actively engage with the content* by paying attention to details, asking questions, and reflecting on learning.
- *Reflect on what one has learned after each piece of content, and consider how it applies* to the experiences and perspectives.
- *Ask critical questions* and analyse the material for biases and multiple viewpoints.
- *Look for connections* between different content elements to deepen understanding of the

topic and see how it fits into the bigger picture.

– *Consider how they can use* what they have learned in their studies or personal lives. Are there any ways to apply the topic's contents to one's own work or research?

By achieving these learning goals, the learners will comprehensively understand the campaign's topic and how it impacts communication within universities and between universities and society.

3 Ecology and environmental protection: Representing environmental sustainability in the university system

3.1 The contents of the Transmedia Campaign

In an era marked by growing environmental concerns, the multimedia campaign "Ecology and environmental protection: Representing environmental sustainability in the university system" seeks to catalyse change within the university system. This initiative fosters ecological awareness, sustainable practices, and transformative conversations in the academic setting.

The campaign comprises two core components:

- **Podcast Channel "RespectNET Official Podcast"**

Description:

"RespectNET Official Podcast" is a dynamic podcast series that invites listeners to explore the diverse facets of sustainability within academia.

Through engaging dialogues with faculty, students, and external experts, we shed light on innovative initiatives, ecological challenges, and pathways towards a more sustainable university environment.

The podcast is available on all popular streaming platforms such as Spotify, Amazon Music, Google Podcast and many others...

The podcast channel is open to all project members and covers different topics so that future episodes can be collected on one platform.

- **Instagram Group "Respectnet.Project"**

Description:

The "Instagram Group: respectnet.project" is a month-long social media endeavour that vividly depicts sustainable practices, stories, and solutions within our academic community.

With popular themes ranging from #SustainableSpaces to #FacultyForChange, this campaign aims to inspire, engage, and promote the shared responsibility of sustainability.

The group is open to all project members and is also open to different topics so that all posts are united in one platform.

The campaign's success will be gauged through metrics tracking engagement, podcast downloads, Instagram followers, and our campaign-specific hashtags. In addition, we will share impactful stories and articulate the subsequent steps toward cementing sustainability as a fundamental value in our academic institution.

We will extend invitations to join the project in this journey - whether by actively participating in the campaign, subscribing to our enlightening podcast series, or contributing to your sustainable initiatives on social media. Together, we drive change, nurture eco-consciousness, and catalyse a greener future within the academic landscape.

This multimedia campaign, "Ecology and environmental protection: Representing environmental sustainability in the university system" is poised to act as a catalyst for change within the university system, bridging the gap between awareness and tangible action in the realm of sustainability.

3.2 The Resources Included in the Transmedia Campaign

More detailed, the following items are part of the transmedia campaign:

- **Podcast Official Channel**

Channel Links:

[Spreaker](#) – [Spotify](#) – [Amazon Music](#) – [Google Podcast](#) – [iHeart Radio](#) – [Podcast Addict](#)

Full Episode Links:

[Episode 01 - Creating Awareness about Sustainability in Universities](#) (Created by POU)

[Episode 02 - Developing Transversal Skills Through Sustainability Education](#) (Created by POU)

[Episode 03 - A Culture of Sustainability for Online Universities](#) (Created by POU)

[Episode 04 - Environmental Sustainability in the University System](#) (Created by POU)

[Episode 05 - Key Aspects of Social Sustainability](#) (Created by POU)

[Episode 06 - University and Environmental Sustainability](#) (Created by POU)

[Episode 07 - Sustainability and Scientific Research](#) (Created by POU)

[Episode 08 - Ecology and Environmental Protection](#) (Created by POU)

- Group “Respectnet.project”:

Official Profile:

[Instagram Group Profile](#)

Single Posts (available only through IG account):

[01 – Project Description](#)

[02 – Small actions lead to big change](#)

[03 – Climbing for Climate 5](#)

[04 – First course in sustainable food](#)

[05 – Sustainability in Hungarian Universities](#)

[06 – Sustainability Forum 2023](#)

[07 – Climate change and sustainable development agendas](#)

[08 – Top 5: Must-Attend Sustainability Events 2023](#)

[09 – Global Mobility Call](#)

A video teaser summarizing the entire campaign is also available.